

ABSTRACT OF THE INVENTION

A selling system of a performance ticket including a server that supplies a performance information to a client terminal through a network comprises the server includes a performance information transmitting function which transmits the performance information stored in the performance information DB; an application procedure transmitting function which transmits a purchase information which is stored in a purchase procedure information DB and shown the purport that a selection method of a "lottery system" and an "auction system" about the application of the performance ticket in a display screen of the client terminal; a success-in-an-election probability transmitting function which transmits the success-in-an-election probability information acquired and based on a success-in-an-election probability rule on the basis of a total number of the application and sold ticket number of sheets to the applicant who participates in an auction hall; and a function transmitting notice of success in an election, drawing a lottery means to the applicant who chose the lottery system, on the other hand, awarding with a successful bid means to the participant who chose the auction system, and transmitting the notice of success in the election to the successful bidder and the successful candidate. Since a customer can choose one of a lottery system and the auction systems of his will, a sponsor's profit can also increase as a result, and it can be decreased a "scalper"-act by third person.